**Humboldt Lodging Alliance**

Meeting of the Executive Committee

**WEDNESDAY, May 4, 2022**

**10am via Zoom**

**MINUTES**

CALL TO ORDER

Meeting called to order at 10:08am

1. ACTION ITEMS
2. AGENDA APPROVAL**:** Jeff asked that the Agenda for 5/4/22 be corrected to reflect that Matt from Misfit would not be presenting an update on the marketing and branding campaign. The agenda change was unanimously approved J/M.
3. MEETING MINUTES: Minutes approved with the clarification from Lowell on his statement regarding HLA “Tilting at Windmills.” in the April Executive Committee meeting . The minutes stated that Lowell was referring to the County Board of Supervisors. Lowell clarified that it was HLA “Tilting at Windmills” if HLA thought there was any chance that Measure J would not be passed the way the measure was presented to the public on the ballot. L/J
4. FINANCIALS: Financials unanimously approved for May , 2022
5. Cassandra Hesseltine from the Humboldt/Del Norte Film Commission gave a presentation and request for $60,000 in funding for 2022-2023. The funding request was approved unanimously.
6. Measure J next steps in opposition were discussed. Chris appointed a committee of John, Jeff, and Chris, to oversee the process. It was agreed that Chuck and Richard would contact local media with an approved letter from the Measure J committee to be sent to local media. An investment by HLA in advertising was discussed. Since HLA is not able to invest TBIID funds into opposing a measure, Jeff suggested that individual hotel owners could advertise at their own expense. Chuck agreed to look into the legalities.
7. The Humboldt County Board of Supervisors approved the formation of a workgroup to make recommendations to the BOS on how to direct funding from Measure J. HLA will have a seat on the committee. Whether or not to participate on the committee was discussed. Since Measure J has not been passed as of this meeting, and the workgroup would not be active until 2023. HLA would bring up the matter if and when the Measure passes.

1. DIRECTOR REPORTS

Jeff gave a report from the Marketing Committee. Jeff, Chris, and Mike all like the campaign and the flexibility to focus on the county assets in each region. Jeff also reported that the Humboldt Area Guides are approved to be printed.

1. PUBLIC COMMENT- No Public Comment
2. ADJOURNMENT- Meeting adjourned at 1’37pm.